

The Economic Census & Economic Programs

Statistics, Access, and Usage

ACBS Webinar

Presented by: Andrew W. Hait, Lisa Marrone, & Kari Klinedinst
U.S. Census Bureau
December 11th, 2012



Presentation Outline

- Today's User Scenario
- NAICS
 - Exercise 1: Finding my NAICS code; What data are available
- Economic Programs
- Program Coverage
 - Exercise 2: Using data from the 2010 CBP program
- Privacy
- Employers vs. Nonemployers
 - Exercise 3: Using data from the 2010 NS program
- Products and Other Data
 - Exercise 4 (EC Products); 5 (SBO); 6 (Economic Indicators)
- Questions

Today's User Scenario:

An entrepreneur is interested in opening a fast-food restaurant and is looking for information from the Census Bureau. What can we provide her that will help her better understand this industry, develop her business plan, and identify a good place to locate her business?

Where Can Data Users Find this Data?

U.S. Department of Commerce

Home | About Us | Subjects A to Z | FAQs | Help

United States[™] Census Bureau

People | **Business** | Geography | **Data** | Research | Newsroom

Search Go

Your Response Makes A Difference For Small Businesses

Learn more about how small businesses use Economic Census statistics to make better business decisions.

[See More](#)

< 1 2 3 4 5 6 7 >

U.S. Census Bureau Economic Indicators

New Residential Construction July 2012 Report <i>Released 8:30 AM EDT, 8/16/12</i>	746,000 Housing starts -1.1%
Business Inventories June 2012 Report <i>Released 10:00 AM EDT, 8/14/12</i>	\$1,580.3 B 0.1%
Advance Monthly Retail Sales July 2012 Report <i>Released 8:30 AM EDT, 8/14/12</i>	\$403.9 B 0.8%
Monthly Wholesale Inventories June 2012 Report <i>Released 10:00 AM EDT, 8/9/12</i>	\$481.9 B 0.2%

[View All](#) * change not statistically significant

QuickFacts

Quick, easy access to facts about people, business, and geography.

To begin, select a state from this list or [use the map](#).

Select a state to begin

Census News

Childbearing Patterns in the U.S. Live on C-SPAN's "Washington Journal" "America by the Numbers" Segment
Thursday, August 16, 2012

Teen births have declined sharply over the years. Find out more on Friday at approximately 9:15 a.m. EDT ... [Read More](#)

New Survey of Business Owners Public Use Microdata Sample: 2007
Thursday, August 16, 2012

The first-ever Survey of Business Owners (SBO) Public Use Microdata Sample (PUMS) is now available. The SBO PUMS ... [Read More](#)

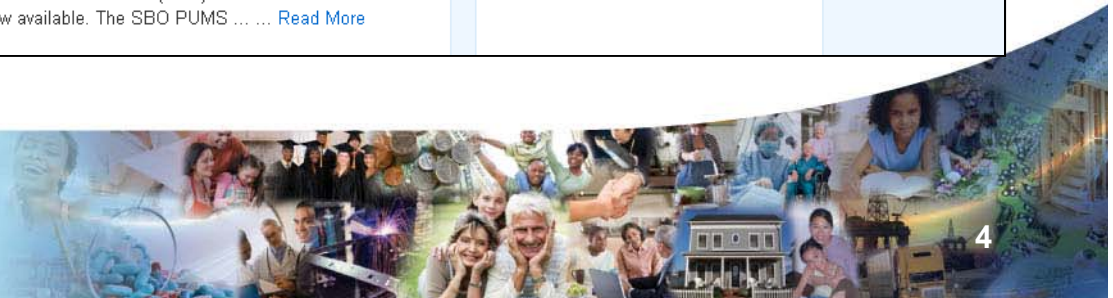
Stat of the Day

Women Who Were Mothers

53 percent of women age 15 to 44 were mothers as of 2010.

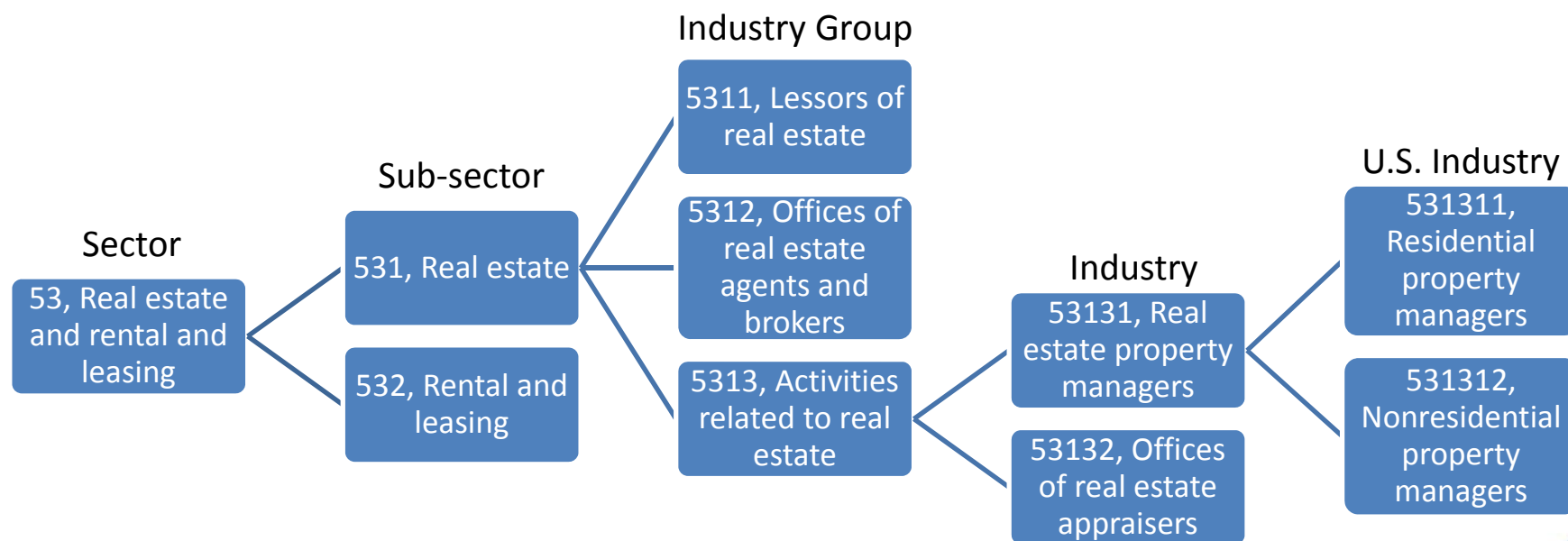
Interactive Map

Use this map to explore Census data through a mashup of population and economic data.



The North American Industry Classification System (NAICS)

- Launched in 1997 as part of NAFTA
- Updated every 5 years
- Hierarchical



NAICS Sectors

- | | | | |
|-------|--|----|---|
| 11 | <i>Agriculture, Forestry, Fishing, and Hunting</i> | 54 | <i>Professional, Scientific and Technical Services</i> |
| 21 | <i>Mining</i> | 55 | <i>Management of Companies and Enterprises</i> |
| 22 | <i>Utilities</i> | 56 | <i>Administrative and Support and Waste Management and Remediation Services</i> |
| 23 | <i>Construction</i> | 61 | <i>Educational Services</i> |
| 31-33 | <i>Manufacturing</i> | 62 | <i>Health Care and Social Assistance</i> |
| 42 | <i>Wholesale Trade</i> | 71 | <i>Arts, Entertainment and Recreation</i> |
| 44-45 | <i>Retail Trade</i> | 72 | <i>Accommodation and Food Services</i> |
| 48-49 | <i>Transportation and Warehousing</i> | 81 | <i>Other Services (except Public Administration)</i> |
| 51 | <i>Information</i> | 92 | <i>Public Administration</i> |
| 52 | <i>Finance and Insurance</i> | | |
| 53 | <i>Real Estate and Rental and Leasing</i> | | |

Not covered by Econ Census; Partial coverage in Econ Census



NAICS Industries NOT Covered

Whole Industries Excluded:

11: Agriculture, forestry...
482: Rail transportation
525: Funds, trusts
6111-6113: Schools & colleges
8131: Religious organizations
81393: Labor Unions
81394: Political organizations
814: Private Households
92: Public administration

Partial Exclusions:

Public utilities
Post exchanges
Gov't-owned buses, subways
Gov't-owned ambulance services

Gov't-owned hospitals **ARE** covered

[Note: Most of these industries ARE covered in other federal data programs.]

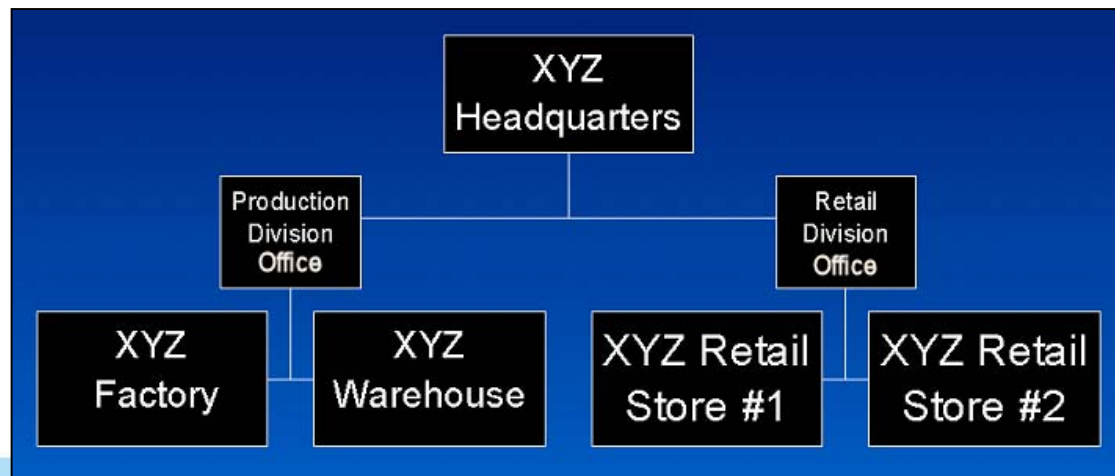
Establishments vs. Companies

- *Establishment* - A store, warehouse, factory, or other type of business at a single physical location
- *Company* (or firm) – One or more establishments under common ownership or control

For most economic programs, data are collected from the **Establishments** of a company

- Gives most accurate data & detailed levels of industry & geography

Few programs are **Company**-based
(*Quarterly Financial Report*)



Exercise 1

What programs at the Census Bureau provide data on *fast food restaurants* that will assist our entrepreneur with her research?

(Use the *Industry Statistics Sampler (ISS)* to find the NAICS code and locate these programs. The Sampler can be accessed off the *Business and Industry* page)

Available Economic Programs

Data on this industry are available in the:

- *Annual Retail Trade*
- *County Business Patterns*
- *Statistics of U.S. Businesses*
- *Economic Census*
- *Survey of Business Owners.*

Economic Programs at Census

The Economic Census

- Every 5 years, on the years ending in “2” and “7”

Economic Surveys and Other Programs

- Annual (e.g. *County Business Patterns*)
- Quarterly (e.g. *Quarterly Financial Report*)
- Monthly (e.g. *Economic Indicators*)

What Do These Programs Offer?

	Economic Census	Economic Surveys and Other Programs
Data	Over 150 unique industry statistics, including the number of businesses, employment, annual payroll, and sales; products and other data	Selected industry statistics (vary by program)
Geography	National and state-level data for all covered sectors; Metro, county, place , and ZIP Code for selected sectors*	Primarily national-level data; State, metro, county, and ZIP Code-level data for selected programs
Industry Levels	2- thru 6-digit NAICS codes	2- thru 4-digit NAICS for most; 2- thru 6-digit for selected programs
Coverage	18 of the 20 NAICS sectors covered**	Selected sectors covered (vary by program)
Response rates	For 2007: 93% response rate for largest companies, 86% overall	Lower response rates compared to Census (measures of reliability published)

Econ Census Geographic Coverage

Sector	States	MA's	Coun- ties	Places	ZIP Codes
21: Mining	X				
22: Utilities	X	X			
23: Construction	X				
31-33: Manufacturing	X	X	X	X	
42: Wholesale Trade	X	X	X	X	
44-45: Retail Trade	X	X	X	X	X
48-49: Transportation and Warehousing	X	X			
51: Information	X	X	X	X	
52: Finance and Insurance	X	X			
53: Real Estate and Rental and Leasing	X	X	X	X	
54: Professional, Scientific, and Technical Services	X	X	X	X	X
55: Management of Companies and Enterprise	X				
56: Admin. and Support and Waste Management and Remediation Services	X	X	X	X	X
61: Educational Services	X	X	X	X	X
62: Health Care and Social Assistance	X	X	X	X	X
71: Arts, Entertainment and Recreation	X	X	X	X	X
72: Accommodation and Food Services	X	X	X	X	X
81: Other Services (Except Public Administration)	X	X	X	X	X

Exercise 2

Our entrepreneur is thinking about opening her new fast-food restaurant in Middlesex County, NJ. How many fast-food restaurants were there in 2010 and how does this compare to the other counties in the state? Is this a good county to put her restaurant?

(Use the data from the *County Business Patterns (CBP)* program, available on the CBP web site)



2010 County Business Patterns

722211 Limited-service restaurants

Area Name	Paid employees for pay period including March 12 (number)	First-quarter payroll (\$1,000)	Annual payroll (\$1,000)	Total Establishments	Annual payroll per employee	2010 Population	Population per establishment	Number of employees								
								1-4	5-9	10-19	20-49	50-99	100-249	250-499	500-999	1000 or more
New Jersey	58,057	183,439	816,959	6,486	\$14,072	8,801,624	1,357	3,743	1,011	768	839	114	10	1	0	0
Bergen, NJ	5,770	20,160	88,192	768	\$15,285	906,541	1,180	466	113	96	86	7	0	0	0	0
Middlesex, NJ	4,919	15,804	70,285	620	\$14,288	810,986	1,308	381	96	60	75	8	0	0	0	0
Essex, NJ	4,708	15,613	67,031	508	\$14,238	784,228	1,544	310	79	43	59	16	1	0	0	0
Monmouth, NJ	4,843	15,285	71,624	502	\$14,789	630,966	1,257	276	80	75	59	9	3	0	0	0
Hudson, NJ	3,230	11,439	49,772	474	\$15,409	635,294	1,340	310	72	42	45	5	0	0	0	0
Ocean, NJ	3,530	10,567	50,991	420	\$14,445	577,603	1,375	243	67	45	58	6	1	0	0	0
Morris, NJ	3,690	12,047	51,943	384	\$14,077	492,694	1,283	197	65	57	61	4	0	0	0	0
Camden, NJ	3,977	11,784	50,158	377	\$12,612	513,607	1,362	201	52	50	63	10	1	0	0	0
Passaic, NJ	2,784	9,291	40,520	332	\$14,555	501,860	1,512	208	42	37	39	6	0	0	0	0
Union, NJ	3,183	10,071	43,384	315	\$13,630	537,661	1,707	184	41	33	55	1	0	1	0	0
Burlington, NJ	3,723	10,772	45,527	312	\$12,229	449,149	1,440	135	60	53	54	10	0	0	0	0
Mercer, NJ	2,546	8,053	34,674	266	\$13,619	366,789	1,379	158	40	27	34	5	2	0	0	0
Somerset, NJ	2,201	7,411	32,089	250	\$14,579	324,194	1,297	139	36	36	39	0	0	0	0	0
Cape May, NJ	680	1,894	16,395	192	\$24,110	97,253	507	147	24	12	8	1	0	0	0	0
Atlantic, NJ	2,010	5,825	26,818	189	\$13,342	274,685	1,453	93	35	25	33	2	1	0	0	0
Gloucester, NJ	2,357	6,617	28,852	176	\$12,241	288,581	1,640	78	27	33	26	12	0	0	0	0
Cumberland, NJ	1,207	3,116	14,319	105	\$11,863	157,149	1,497	55	20	12	11	7	0	0	0	0
Hunterdon, NJ	626	1,954	8,433	91	\$13,471	128,373	1,411	56	19	9	5	2	0	0	0	0
Sussex, NJ	732	2,034	8,846	85	\$12,085	149,239	1,756	43	21	9	11	1	0	0	0	0
Warren, NJ	794	2,214	9,693	82	\$12,208	108,714	1,326	46	13	8	15	0	0	0	0	0
Salem, NJ	547	1,488	7,413	38	\$13,552	66,058	1,738	17	9	6	3	2	1	0	0	0



Privacy

Title 13 prohibits the Census Bureau from releasing any data that would disclose the identity of individual **companies**

Accommodation and food services businesses in Middlesex County, New Jersey: 2007

2007 NAICS code	Meaning of 2007 North American Industry Classification System (NAICS) code	Number of employer establishments	Employer value of sales (\$1,000)	Annual payroll (\$1,000)	Number of paid employees for pay period including March 12	Number of nonemployer establishments	Nonemployer value of sales (\$1,000)
72 Accommodation and food services		1,614	1,275,068	337,502	21,554	645	29,896
721 Accommodation		92	264,789	66,276	2,992	73	3,147
7211 Traveler accommodation		89	D	D	h	50	2,737
72111 Hotels (except casino hotels) and motels		88	263,245	65,970	2,975	N	N
7213 Rooming and boarding houses		2	D	D	a	16	308
722 Food services and drinking places		1,522	1,010,279	271,226	18,562	572	26,749
7221 Full-service restaurants		475	417,850	126,252	8,434	80	3,901
7222 Limited-service eating places		764	366,870	84,512	6,347	163	9,898
722211 Limited-service restaurants		593	276,849	63,303	4,648	N	N
722212 Cafeterias, grill buffets, and buffets		16	8,879	2,300	157	N	N
722213 Snack and nonalcoholic beverage bars		155	81,142	18,909	1,542	N	N
7223 Special food services		154	183,887	50,373	2,997	271	7,372
72231 Food service contractors		114	151,768	40,573	2,424	N	N
72232 Caterers		34	31,455	9,641	565	N	N
7224 Drinking places (alcoholic beverages)		129	41,672	10,089	784	58	5,578

a: 0 - 19

h: 2,500 - 4,999

Employers vs. Nonemployers

Employer Establishments

- Businesses with 1+ employees (file IRS form 941)
- Covered by the Economic Census and most of the other economic programs

Nonemployer Establishments

- Businesses with no paid employees (independent contractors) (usually File IRS form 1040 Schedule C)
- Make up **75%** of all businesses in the US but **< 4%** of receipts/revenue
- Covered by the *Nonemployer Statistics* program only

Exercise 3

Our entrepreneur is concerned about the competition she might face, and is wondering how many small, mom'n'pop fast-food restaurants are there in her area. Do they make up a significant portion of her competition?

(Use the data from *Nonemployer Statistics* program, available in AFF)

2010 Nonemployer Statistics

	Firms	Nonemployers Receipts (\$1,000)	Nonemployers Receipts per Firm (\$)
New Jersey	2,244	\$144,352	\$64,328
Bergen County, New Jersey	265	\$16,565	\$62,509
Passaic County, New Jersey	184	\$16,236	\$88,239
Essex County, New Jersey	238	\$14,468	\$60,790
Middlesex County, New Jersey	176	\$10,799	\$61,358
Hudson County, New Jersey	263	\$10,774	\$40,966
Monmouth County, New Jersey	137	\$9,769	\$71,307
Union County, New Jersey	165	\$8,793	\$53,291
Camden County, New Jersey	139	\$8,508	\$61,209
Morris County, New Jersey	102	\$7,708	\$75,569
Ocean County, New Jersey	102	\$6,453	\$63,265
Gloucester County, New Jersey	70	\$6,135	\$87,643
Burlington County, New Jersey	62	\$4,635	\$74,758
Mercer County, New Jersey	68	\$3,623	\$53,279
Somerset County, New Jersey	48	\$3,621	\$75,438
Atlantic County, New Jersey	64	\$3,602	\$56,281
Warren County, New Jersey	36	\$3,520	\$97,778
Cape May County, New Jersey	41	\$2,867	\$69,927
Sussex County, New Jersey	24	\$2,223	\$92,625
Cumberland County, New Jersey	26	\$1,934	\$74,385
Hunterdon County, New Jersey	20	\$1,291	\$64,550
Salem County, New Jersey	14	\$828	\$59,143

Source U.S. Census Bureau

Other Data That's Available

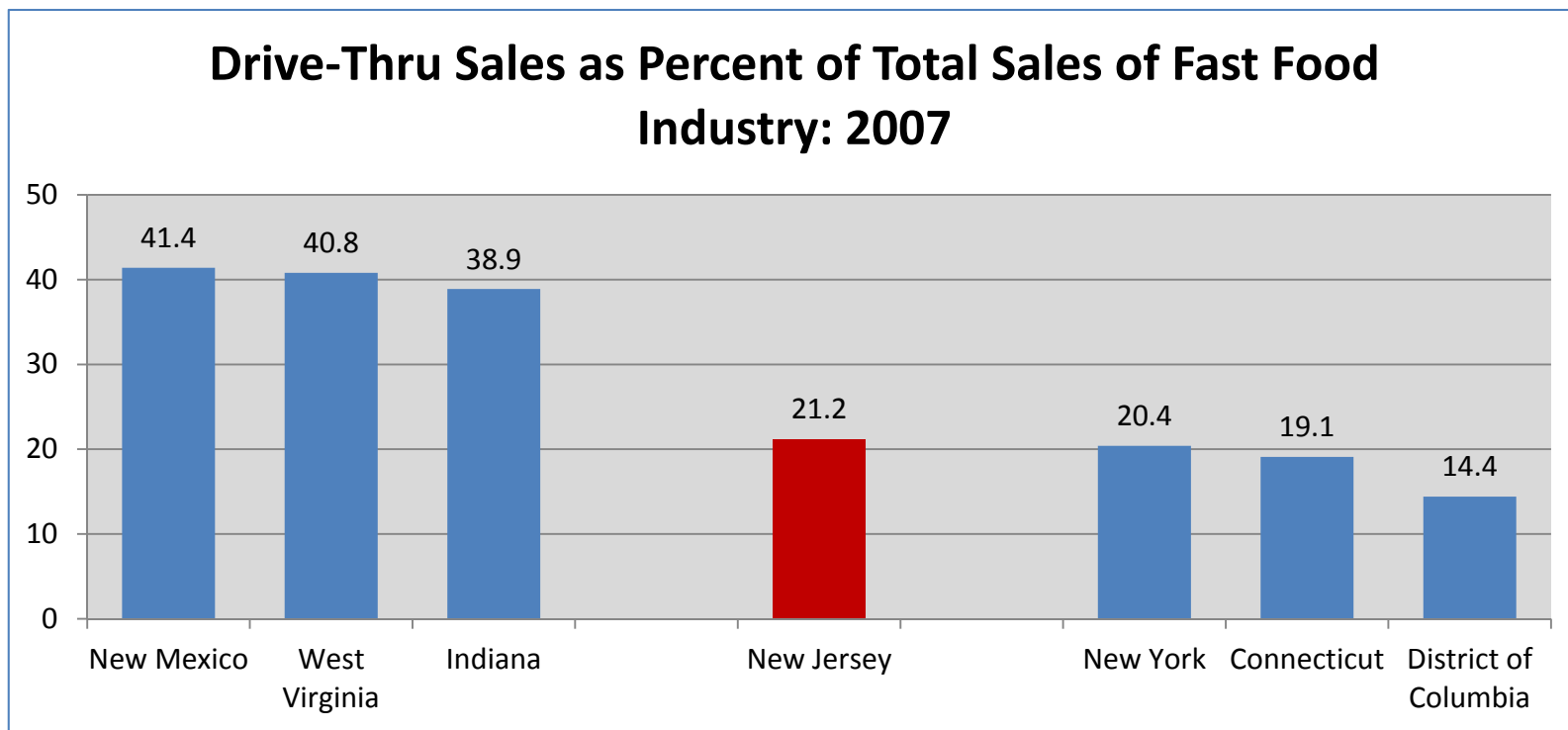
- *Economic Census*
 - Products data
- *Survey of Business Owners*
 - Race, ethnicity, gender, and veteran status of the business owner
- *Economic Indicators*
 - Monthly data

Exercise 4

Now, our entrepreneur is considering offering drive-thru service in her restaurant. How common is this in NJ fast-food restaurants, and what percentage of her food sales should he expect might come from drive-thru service?

(Use the *Product Lines* data from *Economic Census* for the *Accommodation and Foodservices* sector, available in AFF)

Of the 6,659 limited-service restaurants in NJ, 1,229 offered *Meals, snacks, and other food items dispensed via drive-through service*, accounting for \$685.3 Million (21.2%) of the total \$3.2 Billion in this industry.



(Ranked 26th)

Exercise 5

Our entrepreneur is wondering how significant women-owned businesses are in this industry in her state. Does Census have data on the gender of business owners?

(Use the data from the *Survey of Business Owners*, available in AFF)

Survey of Business Owners (SBO)

Limited-service restaurants (NAICS 722211) in New Jersey by Owner's Gender: 2007

Meaning of Gender code	Number of firms with paid employees	Sales, receipts, or value of shipments of firms with paid employees (\$1,000)	Number of paid employees for pay period including March 12	Annual payroll (\$1,000)	Sales, receipts, or value of shipments of firms with paid employees per firm (\$)	Number of paid employees for pay period including March 12 per firm	Annual payroll per employee (\$)
All firms	6,031	3,274,548	58,046	742,154	542,953	10	12,786
Female-owned	907	292,153	5,067	57,253	322,109	6	11,299
Male-owned	3,758	1,922,795	33,808	446,212	511,654	9	13,198
Equally male-/female-owned	967	368,372	5,214	69,372	380,943	5	13,305
All firms classifiable by gender, ethnicity, race, and veteran status	5,632	2,583,320	44,090	572,836	458,686	8	12,992
Publicly held and other firms not classifiable by gender, ethnicity, race, and veteran status	398	691,228	13,956	169,318	1,736,754	35	12,132

Exercise 6

Is there any more recent data available that might tell her how this industry has been doing since 2010?

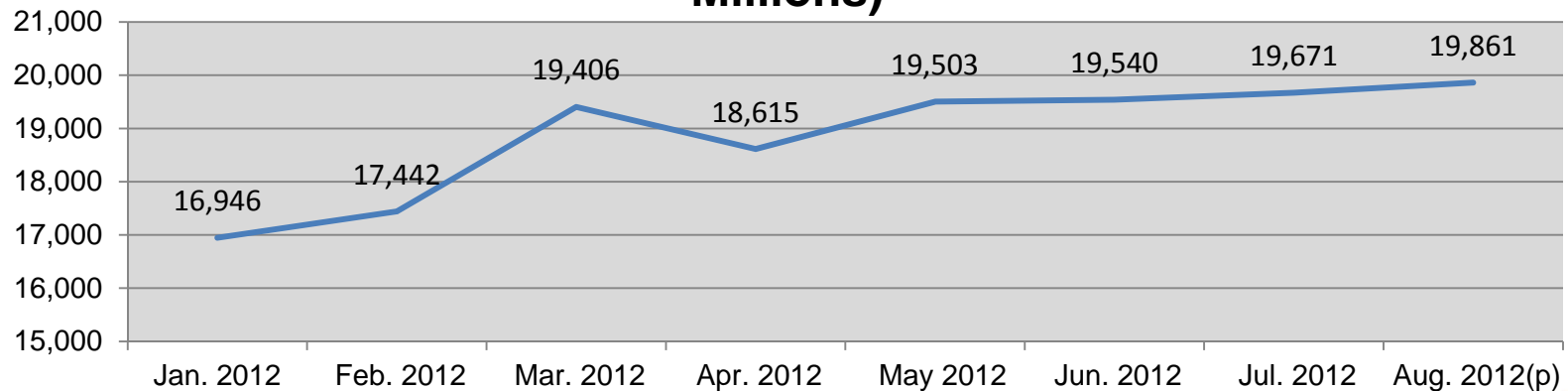
(Use the *Monthly Retail Trade* Economic Indicator Report to determine what the total sales of *Limited-Service Eating Places* (NAICS 7222) were in the latest month and how this compares to the prior period.)

Economic Indicators

When this presentation was created, the latest data was for August 2012.

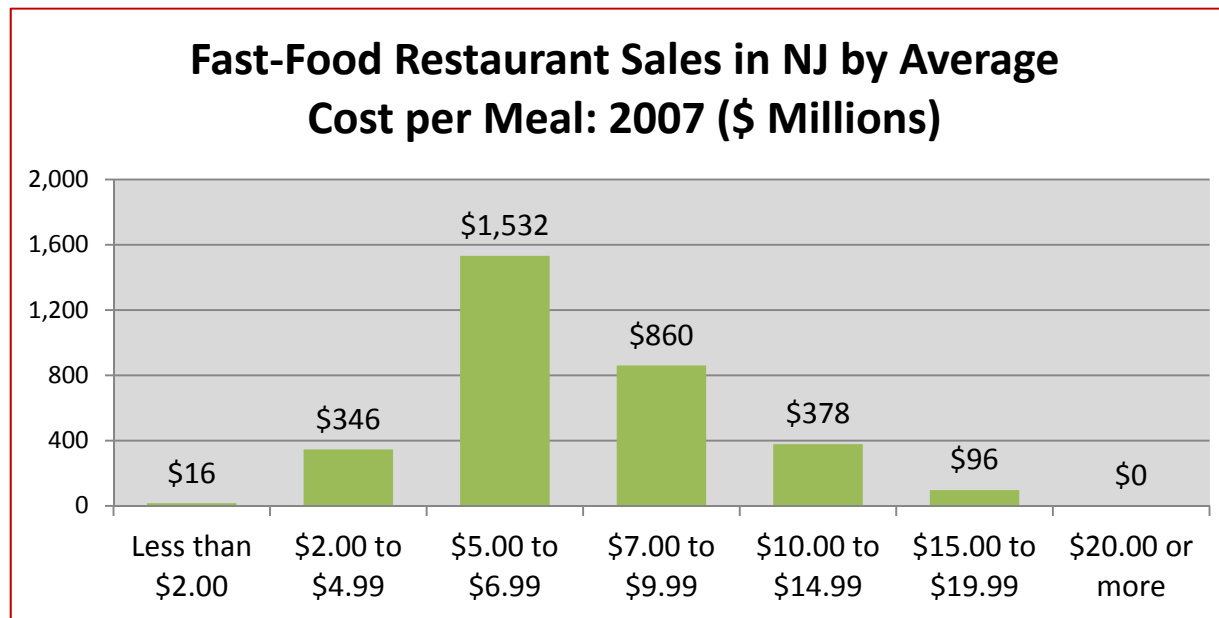
The preliminary monthly value for August was **\$19,861** (in \$ Millions), up slightly from the **\$19,671** reported in July. The cumulative year-to-date value was **\$150,984**. This is **up \$8,113 (5.7%)** from the **\$142,871** published for the same period in 2011.

Limited service eating places revenue: Jan - Aug 2012 (\$ Millions)

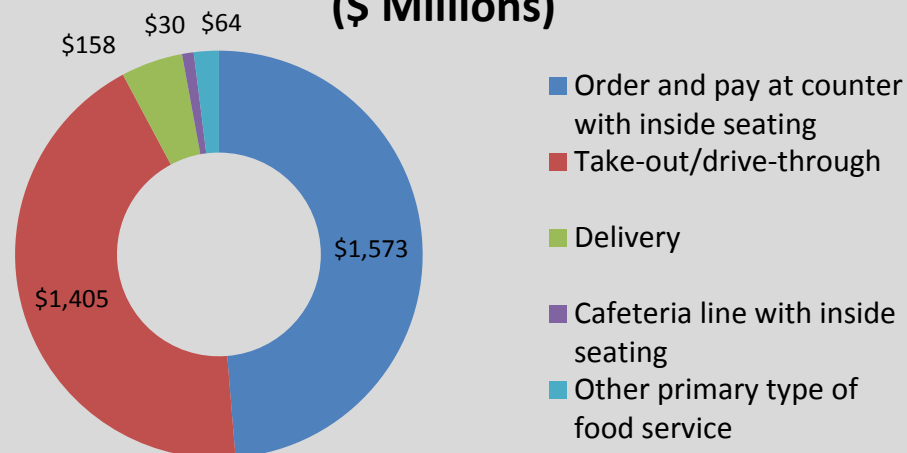


Additional Data Available

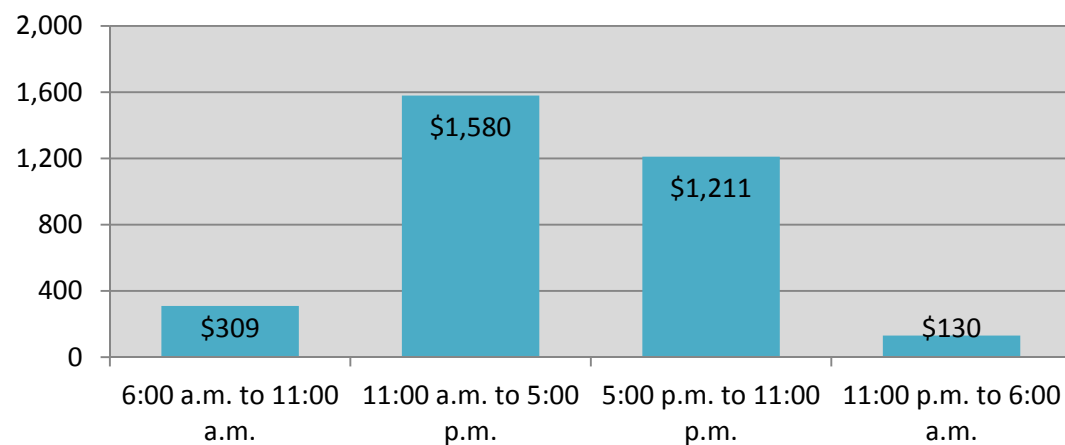
The *Miscellaneous Subjects* files from the *Economic Census* provide a wealth of detailed data for selected industries...



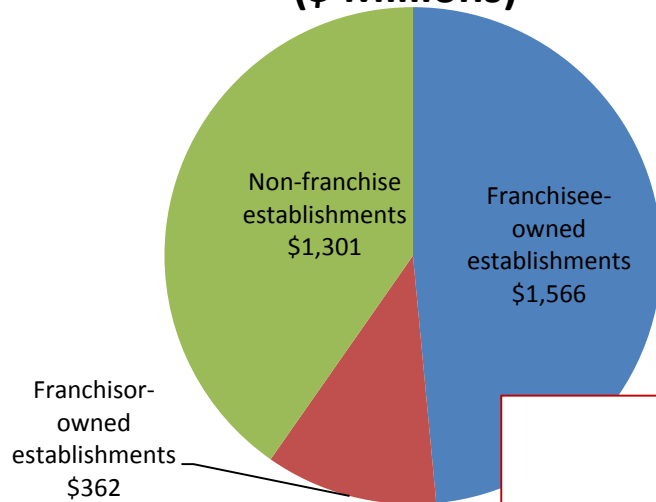
Fast-Food Restaurant Sales in NJ by Type of Food Service: 2007 (\$ Millions)



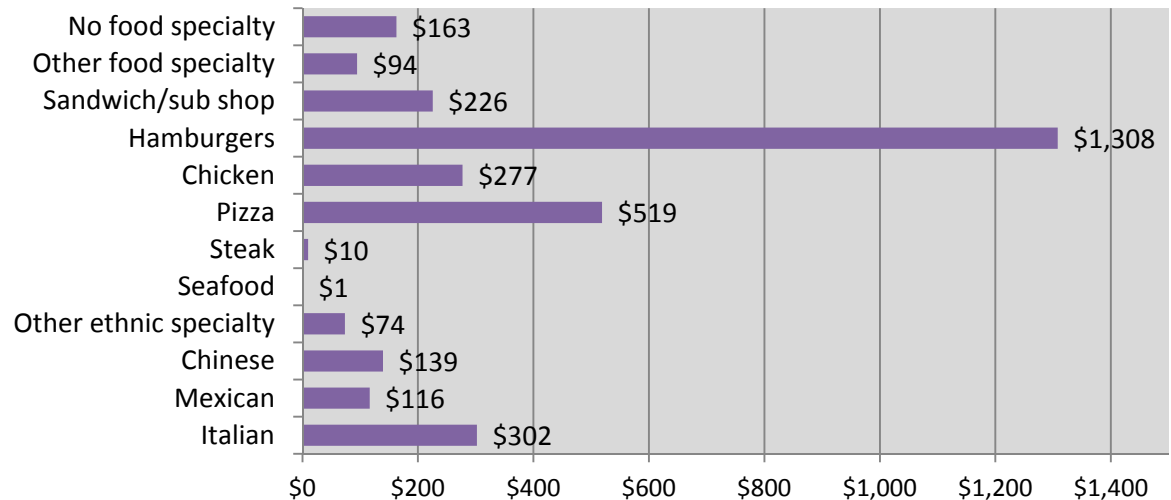
Fast-Food Restaurant Sales in NJ by Day Part: 2007 (\$ Millions)



Fast-Food Restaurant Sales in NJ by Franchise Status: 2007 (\$ Millions)



Fast-Food Restaurant Sales in NJ by Principal Menu Type: 2007 (\$ Millions)



Where Can Data Users Find Other Information on the *Economic Census*?

U.S. Department of Commerce

United States[™]
Census
Bureau

Home | About Us | Subjects A to Z | FAQs | Help

People | Business | Geography | Data | Research | Newsroom

Search Go

You are here: [Census.gov](#) > Economic Census

Economic Census

[business.census.gov](#)


[Main](#) | [About](#) | [Using Economic Statistics](#) | [Snapshots Center](#) | [Info for Businesses](#) | [Media/Associations](#) | [Videos](#) | [Contact Us](#)

New for 2012
[Preview Forms](#)
[FAQs](#)
[Información en español](#)

What Businesses Need to Know
[GET INFO >](#)

Let's Get the Word Out
[PROMOTIONAL TOOLS >](#)

The Census Bureau Measures America
[LEARN MORE >](#)

 [GET EMAIL UPDATES](#)


United States[™]
Census
Bureau
Economic Statistics

The data you provide improves our statistics.
The information we provide benefits your business.

[Learn More >](#)

- ▶ [What is the Economic Census?](#)
- ▶ [Why is it important to respond?](#)
- ▶ [How can I use Census Bureau economic statistics?](#)


Industry and Local Business Snapshots



Year	Value
2002	\$147
2007	\$176

[See economic statistics >](#)

Video Testimonials



[Watch videos >](#)

Key Dates


Oct - Dec 2012
Forms mailed out

February 12, 2013
2012 forms due

December 2013
First statistics available

[Full Schedule >](#)

YOUR RESPONSE MAKES A DIFFERENCE FOR YOUR COMMUNITY



2012 Economic Census

Presentation Summary

- **NAICS** – It's complicated
- **Economic Programs Overview** – Lots of data available!
- **Program Coverage** – Varies by program
- **Privacy** – Results in data suppressions, but higher quality
- **Employers vs. Nonemployers** – Don't forget about Nonemployers!
- **Products and Other Data** – Lots of other data available too

Contact Information

Andrew.W.Hait@census.gov

(301) 763-6747

Lisa.Marrone@census.gov

(301) 763-1138

Kari.L.Klinedinst@census.gov

(301) 763-7152

Exercise Steps



Exercise 1

- Go to the [Business & Industry](#) page by clicking on the word “[Business](#)” at the top of Census.gov, type in “[restaurants](#)” in the [Industry Search](#) box, and click [Go](#)
- Click on [722211 \(Limited Service Restaurants\)](#) in the results table



Exercise 2

- Click on the [County Business Patterns](#) shortcut under the [Guide to All Data Sources](#) tab on the [ISS](#). This will bring you to the CBP web site.
- To select the counties:
 - Select [New Jersey](#) from the [Select a state](#) list and click [Go!](#)
 - Select [Middlesex, NJ](#) from the [Areaname](#) list and click [Go!](#)
- To select the industry:
 - Click the [Detail](#) button next to NAICS 72 and scroll down to view the data for NAICS 722211.
- To compare Middlesex County to other counties in NJ
 - Click the [Compare](#) button next to 722211

Exercise 3

- Click the Back button to return to the *Sampler*
- Click on the *Employer & Nonemployer* tab on the *ISS* and then click on the *More* link next to code 72221
- Click on the *Guide to All Data Sources* tab and then *Nonemployer Statistics*
- Follow the same steps as on the CBP to select the counties and to compare Middlesex County to other counties in NJ

Exercise 4

- Return to the *Sampler* and back to NAICS 722211 and click on the *AFF* link next to *Economic Census*
- Click on the link to the *Product Lines* table
- To view the data for New Jersey
 - Click the *Back to Search* button
 - Click the *Geographies* search option, then *State* from the *Geographic Type* list, then *New Jersey* from the list and then the *Add To Your Selections* button.
- Select the *Product Lines* file (EC0744SLLS1) from the list.

Exercise 5

- Click the [Back to Search](#) button
- Select the [SBO](#) file (SB0700CSA01) from the list.
- To view just the data by Gender, click the [Modify Table](#) tool and filter both the [Ethnicity](#) and [Race](#) columns to just show the [All firms](#) totals.

Exercise 6

- Go to the Economic Indicators page by clicking on the *Economic Indicators* banner in the top right corner of census.gov
- Select the “*Advance Monthly Sales for Retail and Food Services*” survey from the list by clicking on the survey title
- Click the “*Excel (1992-present)*” link to the right of the “Retail and Food Service Sales” bullet under *Monthly Retail Trade Report*.
- Scroll down to NAICS 7222 under “NOT ADJUSTED”

Additional Data

- Click on the [American FactFinder](#) link under the Data tab on census.gov
- Expand the [Topics](#) menu, then the “+” next to [Program](#), and select “[Economic Census](#)” from the list. [Economic Census](#) will be added to the [Your Selections](#) box. Close the menu.
- To select the industry:
 - Expand the [Industry Codes](#) menu, expand the [Industry Sector](#) menu and select [72, Accommodation & Food Svcs](#), and finally select [722211](#) from the [Industry Code Results](#) list.
 - Click [Add](#) to put this code in the [Your Selections](#) box. Close the menu.



Additional Data (cont)

- To select the Geography:
 - Expand the [Geographies](#) menu, select [New Jersey](#) from the [Geographic Results](#) list, and click [Add](#) to put this item in the [Your Selections](#) box. Close the menu.
- Select the appropriate table from the [Search Results](#) list